

Lecture 18

IMC as a Strategic Tool- I

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Integrated Marketing Communication as a Strategic Tool



- There are two elements when we talk about strategy.
 - ✓ One is the role of IMC as a strategic tool in the life of a product and an organization or a service or whichever purpose it solves.
 - ✓ The second element is related to IMC strategy itself.
- Let's try and understand the perspective of strategy from both ends.

A Strategic Tool

- Let's have a look at how IMC as a strategic tool has to play a role
- When we say IMC as a strategic tool, we acknowledge that it works for driving the product for a long term

Role of IMC as a strategic tool

- Clearly it is related to the conceived lifecycle of the product or the vision of an organization i.e., where it wants to go.
- Let's take different scenarios
- Products-Scorpio, Scotch Brite, Fevicol, Barbie, iPod, Calpol, Anacin, Zandu Balm
- Service---Flipkart, Amazon, Airtel, Vodafone, Idea, SBI
- An organization---TATAs
- An organization and a product and a service---Facebook for example, Google, Unacademy, ByJu's, Dainik Jagran
- Multiple Products---Hyundai, Maruti Suzuki, Patanjali, Dainik Jagran

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